

## Offices of Hills Balfour and The Mangum Group

The Hills Balfour office is located in the fashionable area of London known as 'Bankside' famed for fashion finance and the media. Minutes from the River Thames the offices are directly behind Tate Modern, Shakespeare's Globe Theatre and just across the new Millennium Bridge from the City and St. Paul's Cathedral.



The area is popular with the travel trade, ideal for entertaining and attracting trade visitors, tour operators and third party partners alike with a plethora of wine bars, pubs and restaurants. The offices are well presented in a converted warehouse for tea with exposed brick walls and steel throughout, with guests greeted by a receptionist, a dedicated Hills Balfour floor and a series of separate meeting rooms.



### Contact Details

Hills Balfour Ltd.  
Notcutt House  
36 Southwark Bridge Road  
London SE1 9EU  
United Kingdom  
Tel. +44 (20) 7922 1100  
Fax +44 (20) 7928 0722  
E-Mail: [Hawaii@hillsbalfour.com](mailto:Hawaii@hillsbalfour.com)  
Internet: [www.hillsbalfour.com](http://www.hillsbalfour.com)



This is the office of the Mangum Group in Munich. It is in the middle of the city, just a few steps away from the historic center and the major shopping street. Departments stores, boutiques, bars and restaurants are just next door, famous Marienplatz and Hofbräuhaus only a few steps away. Mangum moved to this brand new building in April 2003.

### Contact Details

The Mangum Group  
Sonnenstr. 9  
D-80331 München  
Germany  
Tel. +49 (89) 23 66 21 97  
Fax: +49 (89) 23 66 21 99  
Email: [Hawaii@mangum.de](mailto:Hawaii@mangum.de)  
Internet: [www.mangum.de](http://www.mangum.de)

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# ITB Berlin

**ITB Berlin, the world's largest travel trade show, opened its doors from March 12-16, with more than 10.000 exhibitors and 141.000 visitors. Hawaii Tourism Europe was present with a new 45 sqm booth, highlighting the old Hawaii as well as the diversity of Hawaii's islands and their nature.**

The design, combining a lot of natural wood materials with modern elements, got a lot of compliments from media, consumers and trade partners. At the booth, Hawaii Tourism Europe was supported by representatives of all Island Chapters, by Destination Resorts Hawaii and Sun



Islands Hawaii. Future PR and marketing activities were discussed in more than 60 appointments with trade and media partners.

The Hawaii press conference alone, taking place on Saturday, March 13, attracted more than 100

journalists. The whole show was a big success for Hawaii and showed many positive trends of which Hawaii will certainly capitalize.



According to all Northamerica tour operators, the business to the U.S. has been growing constantly over the last few months. Bookings had incredible double digit increases. Generally, the international tourism industry has shown its believe in a very positive and prospective year 2004.



## Hawaii & Sport Scheck

Sport Scheck is Germany's largest sportswear and outdoor retail shop, with 17 stores in Germany and an enormous catalogue distribution (circulation 1,3 Mio., mailing to 1,1 Mio. Clients). As a start of a long term cross marketing campaign cross marketing campaign (including in store Hawaii promotion, Hawaii branded articles of the inhouse brand Maui Wowie), which will run through 2005, Hawaii was integrated in the whole catalogue family (sportswear, fashion & equipment, travel, diving, surfing) with a special Hawaii page, highlighting Hawaii as hot spot for Surfing, Kite- and Windsurfing. Trip booking included.

## Mothers Day Promotion



Ran in conjunction with Jetlife at Selfridges stores from Monday, March 8 - Sunday, March 28. An in-store leaflet offering the chance to win a holiday to Hawaii was very well received, the winner will be announced next week.





## Touristik Aktuell Supplement

Hawaii Tourism Europe published a 16 page Hawaii Special in Touristik Aktuell, one of Germany's leading travel trade publications. The supplement was integrated in more than 30.000 copies, giving a general overview on Hawaii and special counter information. The supplement also highlighted the Dole Promotion. Subsequent to the promotion there will be an extensive Hawaii coverage in three succeeding Touristik Aktuell issues, including raffle of a trip to Hawaii with Norwegian Cruise Line and Fairmont Hotels as partner.

## Launch of German Website

**[www.hawaii-tourism.de](http://www.hawaii-tourism.de)**

The new German language website is launched for ITB in Berlin. The website offers a broad variety of general information on Hawaii and its islands, trip planning information and news on the destination. A special section for media partners offers access to a Hawaii image library, story ideas and current press releases. Tourism partners will find useful details on tour operators and news from the Hawaii travel industry. A newsletter sent out to trade partners and consumers will complete the information tools on Hawaii.

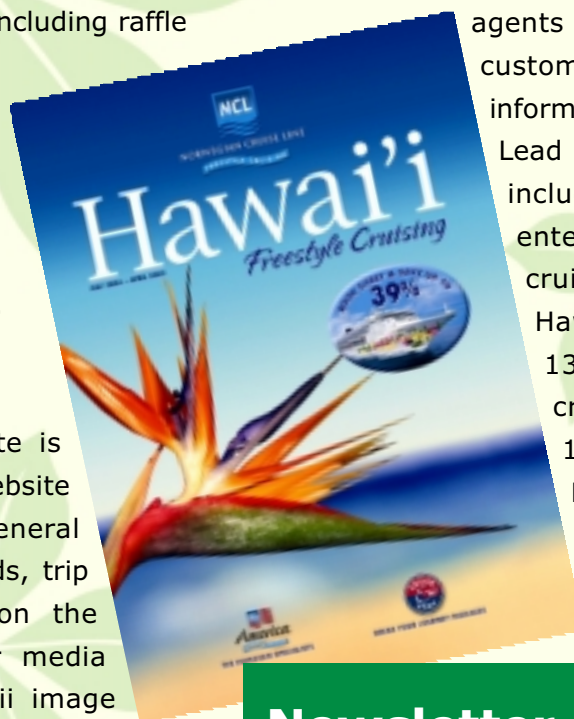
## Visit USA Roadshow in South Germany

Perfect timing: just as the winter was coming back, Hawaii Tourism Europe joined a Visit USA Roadshow in 3 German cities and trained ca. 150 travel agents on the destination. Who could resist to recommend a trip to Hawaii with these temperatures?

## NCL Brochure Launch

**Norwegian Cruise Line is the first cruise operator to launch a dedicated brochure to Hawaii to the UK market following a continuous growth in demand for the Liner's cruise product to Hawaii.** The 44 page brochure includes background information on the product and the destination and it is also available in

CD-Rom format, giving travel agents the opportunity to show customers more pictures and information on the programme. Lead in prices start at £1,349 including meals and entertainment for Hawaiian cruises. The new dedicated Hawaii brochure offers 10, 13, 14 and 23-night cruises, including the 13-night and 14-night Hawaiian Highlights, Splendours and A Journey and Ice Tours.



## Newsletter Registration

If you would like to receive our monthly newsletter, please send an email to **[s.bisle@mangum.de](mailto:s.bisle@mangum.de)**, giving us your complete contact details. Thank you.



## Ideal Home Show

Hawaii Tourism Europe participated at the Ideal Home Show, the largest UK consumer show, (March 24th - 30th), together with TransPacific Holidays, a specialist Pacific Island tour operator.

## Top Media Visit the Islands of Hawaii

The Hawaii Tourism Europe's press office in the UK has already had a number of leading media publications out to experience the Hawaiian product this year, including the UK's leading national newspaper, The Sun, and magazine titles such as the Sunday Times Travel magazine and New! The Summer season looks like it is hotting up to be really busy with UK visiting media, so watch this space!



## Marketing & PR Calendar - April

### Sinn & Leffers promotion

**(April 1)**

Start of Hawaii promotion in Sinn & Leffers department stores - Hawaii videos and clippings in one of Germany's hippest young fashion stores.

### Post Pow Wow Travel Expo

**(April 29 - May 06)**

In cooperation with Sun Islands Hawaii, HTE organizes a Hawaii Travel Expo for European trade and media representatives. The aim is to increase product knowledge and to create an intense exchange with local industry partners.

### Pow Wow, Los Angeles

**(April 24 - 28)**

Hawaii Tourism Europe will be present at the Hawaii booth at Pow Wow and meet trade and media partners.

### Trade Training Dates

North America Travel Service  
(March 31st)

British Airways Holidays  
(April 6th)

The Getaway Group  
(April 21st)